

2004

# UNFOLD Deliverable D4. Awareness raising report

Ana Dias  
*Minho University*

David Griffiths  
*University of Bolton, dai.griffiths.1@gmail.com*

Josep Blat  
*Universitat Pompeu Fabra*

Toni Navarrete

Christopher Kew  
*University of Bolton, C.Kew@bolton.ac.uk*

*See next page for additional authors*

---

## Digital Commons Citation

Dias, Ana; Griffiths, David; Blat, Josep; Navarrete, Toni; Kew, Christopher; Olivier, Bill; Burgos, Daniel; and Tattersall, Colin. "UNFOLD Deliverable D4. Awareness raising report." (2004). *Educational Cybernetics: Reports*. Paper 12.  
[http://digitalcommons.bolton.ac.uk/iec\\_reports/12](http://digitalcommons.bolton.ac.uk/iec_reports/12)

This Report is brought to you for free and open access by the Institute for Educational Cybernetics at UBIR: University of Bolton Institutional Repository. It has been accepted for inclusion in Educational Cybernetics: Reports by an authorized administrator of UBIR: University of Bolton Institutional Repository. For more information, please contact [ubir@bolton.ac.uk](mailto:ubir@bolton.ac.uk).

---

**Authors**

Ana Dias, David Griffiths, Josep Blat, Toni Navarrete, Christopher Kew, Bill Olivier, Daniel Burgos, and Colin Tattersall

INFORMATION SOCIETY TECHNOLOGIES PROGRAMME  
TECHNOLOGY ENHANCED LEARNING



unfold

D.4	Awareness Raising Report
Project Acronym :	UNFOLD
Contract No :	IST-2003-507835
Delivery Date :	9th November 2004

## Project Partners

Partner Org.	Contact Person	Tel	Fax	Email Address
UPF	Dai Griffiths	+ 34 93 542 2173	+34 93 5422517	david.griffiths@upf.edu
Bolton Institute	Oleg Liber	+ 44 1204 903660	+44 1204 399074	o.liber@bolton.ac.uk
OUNL	Rob Koper	+ 31 455762317	+ 31 455762802	rob.koper@ou.nl
EUCEN	Carme Royo	+ 34 93 5421825	+ 34 93 5422975	executive.office@eucen.org

## Table of Contents

Deliverable Identification Sheet .....	3
Executive summary .....	4
Introduction .....	5
Awareness raising in the context of the project.....	5
Awareness raising plan .....	5
Awareness raising resources .....	5
Web strategy .....	6
Strategic implications of the current state of IMS Learning Design tooling. ....	6
Consequences of the lack of a basic tool set.....	6
Awareness Raising actions carried out by sector.....	8
Framework IV Technology enhanced learning projects .....	8
Higher education.....	9
School Education.....	10
Vocational Education and Training (VET).....	10
Industry Sectors .....	10
Standards development organisations .....	11
Level of awareness achieved .....	12
Membership of CoPs .....	12
Web visibility .....	12
The first face to face meeting of the CoPs.....	12
Conclusions .....	14
Issues to be addressed.....	14
Appendix: List of UNFOLD awareness raising actions .....	16

## Deliverable Identification Sheet

<b>Project ref. no.</b>	<b>IST-2003-507835</b>
<b>Project acronym</b>	<b>UNFOLD</b>
<b>Project full title</b>	<b>Understanding New Frameworks of Learning Design</b>
<b>Distribution level</b>	<b>PP</b>
<b>Contractual date of delivery</b>	<b>Month 6: July 2004</b>
<b>Actual date of delivery</b>	<b>November 9<sup>th</sup> 2004</b>
<b>Deliverable number</b>	<b>D4</b>
<b>Deliverable name</b>	Awareness Raising Report
<b>Type</b>	Report
<b>Status &amp; version</b>	V 1
<b>Number of pages</b>	17
<b>WP / Task responsible</b>	EUCEN
<b>Other contributors</b>	UPF, OUNL, Bolton Institute
<b>Author(s)</b>	Ana Dias, Dai Griffiths, Josep Blat, Toni Navarrete, Chris Kew, Bill Olivier, Daniel Burgos, Colin Tattersall
<b>EC Project Officer</b>	Marco Marsella
<b>Abstract</b>	This report describes the Awareness Raising activities carried out by the UNFOLD project
<b>Keywords</b>	UNFOLD, IMS Learning Design, awareness
<b>Circulated to partners</b>	9 <sup>th</sup> November 2004
<b>Mgt. Board approval</b>	Pending

## **Executive summary**

This deliverable describes the initial awareness raising activities in the UNFOLD project which have followed the 6-month preparation period as planned and described in the Technical Annex of the project. It also analyses these activities, and how to improve them, as well as describing their results.

The report describes how the activities have followed the plan set up as a milestone early in the project, and analyses the success according to the measures of success proposed in this plan, in the important context of the development of the implementations of the standard IMS Learning Design. There a large number of activities, and the key measure of success, participation in the CoPs, is deemed to be quite good, providing a solid foundation for the continuing work of the project.

Some shortcomings are also identified, mainly in the area of the industry sector and the geographic coverage, and some measures for improving the project work in these respects are proposed.

# Introduction

## ***Awareness raising in the context of the project***

The project plan calls for an initial phase of six months preparation and awareness raising, followed by 18 months of project activities. This plan was essentially fulfilled, with the UNFOLD Communities of Practice being launched in July, and the first face to face meeting being held in September.

This report should be read in conjunction with the following deliverables:

- D2 Awareness Raising Resources, which describes the resources gathered and created to raise awareness of the UNFOLD project and the Learning Design Specification.
- D5 Establishment of CoPs, which describes the infrastructure created for the support of the UNFOLD CoPs. This infrastructure is hosted on the same server as the Awareness Raising Resources.

## ***Awareness raising plan***

An awareness raising plan was developed, and submitted as an annex to UNFOLD Progress Report 1, UNFOLD\_PR1\_09may04.pdf.

This plan established the following aims, objectives and success criteria.

### **Aims**

UNFOLD awareness raising activities have two interrelated aims

- Raising awareness of relevant specifications
- Raising awareness of UNFOLD and CoP activities

### **Objectives**

- to prepare a set of print and digital awareness raising resources for use by the project
- to generate sufficient interest in the specifications and the project to ensure a high degree of participation in the UNFOLD communities of practice.

### **Success criteria**

- a) The availability of awareness raising resources, following the requirements set out in the Awareness Raising plan.
- b) The UNFOLD website is regularly updated and attracts attention both around Europe and globally.
- c) Identified list of industry and European projects which are potentially interested in participating are contacted. An immediate priority for this plan is to identify the industrial players to be contacted.
- d) In the final analysis, success will be indicated by a successful launch of the UNFOLD communities of practice. Benchmarking the current level of interest in Learning Design is very difficult, but clearly awareness of UNFOLD is zero at the beginning of the project.

## ***Awareness raising resources***

The awareness raising plan guided the production (gathering and creation) of the awareness raising resources described in deliverable D2. These comprised both printed and electronic materials, the latter being on [www.unfold-project.net](http://www.unfold-project.net), or linked from the site.

Handouts have been prepared and distributed at a number of events, including all those at which UNFOLD has presented, and other events where it has been possible to distribute handouts to attendees. An extensive list is provided in an Appendix. The awareness resources are reviewed regularly, and, for instance, a completely revised design of the handout was created for the EADTU/ELIG (European Association of Distance Teaching

Universities / European Elearning Industry Group) event, as it was felt that the design values of the handout did not meet the expectations of the industrial sector. This will be revised again for the Online Educa Berlin event.

### ***Web strategy***

An awareness raising web was established in the early stages of the project at [www.tecn.upf.es/unfold](http://www.tecn.upf.es/unfold). This served as an initial point of contact and contained basic information about project activities. The unfold-project.net domain name was registered in month 4, and a web site established at [www.unfold-project.net](http://www.unfold-project.net). This web is now the focus of most project activities, containing both the on-line resources and the Communities of Practice forums. It also maintains a database of the CoP members and the mailing list of project contacts. The web is regularly updated with news, links, papers and posts. Specific measures of these activities are currently being set up and will be reported in forthcoming deliverables. The activity carried out in this site should become self-sustainable at some stage, maybe hosted at different places.

The [www.tecn.upf.es/unfold](http://www.tecn.upf.es/unfold) site is being maintained, and will constitute the platform for dissemination of project outcomes, when it comes to an end.

### ***The context of IMS Learning Design implementation and the current focus of the project activity***

For the project work it is important the evolution of the implementation of Learning Design, the standard which has become the focus of the project, for reasons explained elsewhere. The IMS Learning Design specification was approved in early 2003. As is inevitable for a new specification, there were no tools available to create compliant documents, and the development of Units of Learning had to be carried out by experts using generic XML tools. An even more significant problem has been the lack of a player which can enable authors to run the Units of Learning which they develop. A number of projects are underway to meet these needs, but IMS-LD is a complex specification and the development process has consequently taken some time. The UNFOLD project team has been tracking the process, and contacts with developers, many of whom are members of the Systems Developers CoP, indicated that by September or October 2004 an initial set of very complete tools with support to all levels of Learning Design would be available. This proved to be over optimistic, and our projection is availability around February 2005. However, already some groups have developed tools with partial compliancy with Learning Design (the best know being LAMS); some key Open Source initiatives (such as Moodle) are intending to become Learning Design compliant and the interest in the standard providing a level of expressiveness for learning designs has translated into quite a few informal developments of Units of Learning.

In this situation, the project considers that the first target are the so called “early adopters”, while certain user groups cannot be effectively addressed in a significant way until appropriate tools are available. The schools sector, for example, is not equipped to deal with development in XML, or to set up complex server software. The same considerations also apply to the Vocational Education and Training sector. The industrial training sector, on the other hand, has the necessary resources to work with the specification, but is reluctant to commit them until it is demonstrated that the specification will work in practice. These considerations also apply to a lesser extent to other user groups.

As a result of these considerations UNFOLD has focused the main thrust of its awareness raising efforts on those sectors which have both the expertise necessary for development of tools and Units of Learning using the existing toolset, and the commitment to cutting edge technology and research. These are principally, distance education institutions, higher



education institutions, and publicly funded projects. At the same time contact has been maintained with other sectors so that when the toolset reaches a sufficient degree of maturity the project will be well positioned to make a significant intervention.

UNFOLD is not remaining a passive observer of this process, and is actively coordinating the development of demonstration materials for use in awareness raising activities, as described in the Conclusions section of this deliverable.

## Awareness Raising actions carried out by sector

The following sectors were identified in the Awareness Raising Plan, and they have been addressed in awareness raising actions as follows:

### **Framework IV Technology enhanced learning projects**

At the concertation meeting in Luxembourg on February 20<sup>th</sup> 2004 the project exhibited a poster and distributed handouts. Meetings were also held with all the Technology Enhanced Learning projects supported by Framework Six. This established the basis for further individualised email follow up actions.

The project is particularly pleased that following these contacts the two Integrated Projects in the Technology Enhanced Learning area are both committed to the use of IMS Learning Design, and plan to make use of the UNFOLD project as the focus for their development in this area.

The practical outcomes of awareness raising with Framework VI TEL projects are as follows:

<b>Awareness raising outcomes with Framework VI TEL projects</b>		
Project	Type	Outcomes of awareness raising
ELegi	IP	UNFOLD ran a one and a half day workshop on IMS-LD for this project, and ELEGI plans to attend the next face to face CoP meeting
iClass	IP	Extensive eMail contacts have been maintained, and one of the iClass members focusing on pedagogy the first UNFOLD CoP face to face meeting, and on-going collaboration is underway. The technical team intend to attend the second face to face meeting.
COPRAS	Support action	UNFOLD is participating in a thematic group for eLearning standards
PROLEARN	Network of Excellence	PROLEARN participated in the first UNFOLD Community of Practice face to face meeting. UNFOLD will be attending the inaugural PROLEARN workshop, where contact will be made with the industry group.
Kaleidoscope	Network of Excellence	It has been agreed that Kaleidoscope will present to the second Kaleidoscope meeting in early 2005.
TELCERT	STREP	A number of meetings have been held with the TELCERT project, which is producing conformance software for specifications including IMS-LD.

<b>Support provided for national projects</b>		
CETIS	UK eLearning support action.	CETIS is the UK Centre for Educational Technology Interoperability Standards, funded by JISC in the UK. UNFOLD partner Bolton Institute is a leading member, and has facilitated UNFOLD input on IMS-LD, and a close working relationship between the projects.
SURF	Dutch eLearning standards support action	UNFOLD partner OUNL is a member of SURF, and has facilitated UNFOLD input on IMS-LD. The two projects have collaborated in the development of workshops and conference presentations.
eStandard Prosjectet	Norwegian eLearning standards support action	Contacts have been made with the eStandard Prosjectet (funded by the Norwegian Ministry of Education) exploring the possibility of jointly organising an awareness raising event.

### ***Higher education***

UNFOLD has strong existing links with higher education, as the core activity of all four partners is in this area. In particular partner EUCEN coordinates an extensive network of Continuing Education institutions, which constitute one of the key target groups for the IMS-LD specification. The EUCEN newsletter, mailing list and conferences have been used to contact these institutions. The mailing lists which the other partners maintain or participate in have also been used to contact this sector, as shown in the following tables.

#### **Mailing lists principally to higher education and research**

Mailing list	Members
CETIS-ANNOUNCE@JISCMAIL.AC.UK	
CETIS-PEDAGOGY@JISCMAIL.AC.UK	
eLearning	57
eLearningDev	310
EUCEN e-learning center mailing list	
Evaluating Elearning	982
Foademplois-normes (French standards group)	88
JISC IMS Special Interest Group	
Jiscmail VLE mailing list	
SCORM list	498
Standards	62
Valkenburg Group	20
Supporters of the UNFOLD bid	7
TECN mailing list	

#### **Web announcements**

CETIS Quarterly Newsletter, June 2004  
 CETIS Quarterly Newsletter, September, 2004  
 SIGOSSEE

**Presentations to conferences**

Date	Conference
11/02/2004	LearnTech 2004
24/02/2004	LIFE Learning Interoperability Framework for Europe
22/04/2004	OKI/Sakai Workshop, Cambridge/MIT Institute
30/08/2004	ICALT'04, Joensuu, Finland
13/09/2004	JOIN Conference, Cologne
14/09/2004	ALT-C 2004. Exeter, UK
15/09/2004	IMAC conference, Duisburg
29/09/2004	ICL 2004, Villach
20/10/2004	Simposio SPEDECE, Alcalá.
21/10/2004	EADTU / ELIG conference, Heerlen Netherlands
02/11/04	SIGOSSEE / JOIN Open Source in Education Seminar

A workshop is also scheduled for November at the EUCEN conference in Kaunas, Lithuania, while at Online Educa 2004 in Berlin there will be both a pre-conference workshop and an UNFOLD sponsored thread at in the main conference.

***School Education***

Ongoing contacts have been made with European Schoolnet who have collaborated in announcing UNFOLD events. Schoolnet has also published an article on UNFOLD and IMS-LD on the INSIGHT knowledge base for new technology and education which they run. This directly addresses the needs of teachers. This collaboration will be expanded when sufficient tools and players are available for demonstration purposes.

***Vocational Education and Training (VET)***

Partner F-UPF has contact with VET net, and initial discussions have been held to establish possibilities for using VETnet as an awareness raising channel. As a result, UNFOLD was offered the opportunity to participate in the VET strand of the European Educational Research Association (EERA) Crete conference, 22-25 September 2004. It was finally decided that at this stage of IMS-LD development this would not be an effective use of project resources, but the connection will provide a valuable opportunity to build on one demonstrable systems become available.

***Industry Sectors and Open Source initiatives***

The industrial user group is a key to the UNFOLD project objective of supporting the adoption of IMS-LD. As has been described above, there is a typical cycle of adoption, in which initial implementations are carried out by research institutions, and are then followed by commercial implementations. In the period covered by this report the key players are research institutions, but because of its strategic importance the industrial sector has been addressed.

- 1) Within the industrial sector three user groups have been identified for UNFOLD. Firstly there are those industrial players who are already interested in IMS-LD, or who are in the process of developing tools. Most of these are members of IMS (eg Web CT, Blackboard, Giunti), or members of the Valkenburg Group (for example the GTK Press and Intrallect). UNFOLD has excellent formal and informal links with both these groups. All members of the Valkenburg group are regularly informed of project activities, and most are members of UNFOLD. UNFOLD was presented at the IMS

- meeting in Geneva on 13<sup>th</sup> February 2004 and the IMS distribution lists are used to inform members of project activities.
- 2) Secondly there are those organisations who are not members of IMS or the Valkenburg Group, but who have started to work with IMS-LD. The Project is continuously on the look out for these emerging projects, and makes contact with them on a one to one basis. This has led to the German elive group participating in project activities, and links have also been made with Moodle, which is considering incorporating IMS-LD, and with Eduplone.
  - 3) Thirdly, there are many organisations who may have heard of IMS, but have not given serious consideration to using it, because they are waiting for one or more of the following three conditions to be met:
    - demonstration that IMS-LD is a workable option
    - delivery of a basic tool set
    - emergence of a critical mass of users

These concerns cannot be addressed simply by providing information. Indeed the industrial sector monitors work in the academic world, and the existing efforts of UNFOLD and IMS are probably sufficient to ensure that most industrial players already know that IMS-LD exists. Consequently a strategic decision has been taken to address the industrial sector more strongly in the first quarter of 2005, when it is expected that a minimum toolset will be available. The wider industrial user group has not, however, been ignored. A workshop on IMS-LD was held at the Giunti eLearning Summit, which is largely attended by industrial organisations. A workshop was also held at the EADTU/ELIG event in Heerlen (ELIG is the Elearning Industry Group, an influential alliance of leading industrial players), and the UNFOLD CoPs were formally launched to the industry user group at that event. Contact has also been made with the PROLEARN project with a view to distributing the first version of the IMS-LD demonstrator disk. This will enable us to reach a number of key players, and also provide a context for receiving feedback on the materials.

### ***Standards development organisations***

The principal standards development organisation in Europe is CEN/ISSS. Contact has been established with the Workshop on Learning Technologies, and the UNFOLD project made a presentation to the Workshop at its meeting in Sheffield, 6<sup>th</sup> June 2004. UNFOLD is also participating in COPRAS, which coordinates development and amendment of standards within Framework VI.

As Bolton Institute hosts CETIS, the IMS designated centre for the UK, the contacts with IMS are very regular.

## Level of awareness achieved

### ***Membership of CoPs***

Finally, the key indicator of success in awareness raising is the membership of the CoPs. Before the CoPs were launched it was difficult to establish benchmark levels of membership or participation, because the field addressed is new and interest untested. Nevertheless, it is clear that only three months after the launch of the CoPs, membership has reached satisfactory levels, in that there are clearly sufficient members to support project activities, as shown by the following table:

<b>Membership of UNFOLD CoPs 29<sup>th</sup> October 2004</b>	
Total members of UNFOLD	246
Learning Providers	118
Learning Designers	125
Systems Developers	108
Total membership of CoPs (including duplicates)	351

It may be seen from this table that the total membership of the CoPs is greater than the total membership of UNFOLD. This is because some 30% of members have joined more than one CoP.

The fact that there is a very even distribution between the three CoPs indicates that Awareness Raising activities have addressed the whole range of eLearning practitioners involved in Learning Design.

### ***Web visibility***

A simple measure of the effectiveness of awareness raising measures is the degree to which UNFOLD appears in web searches.

A search of Google on 5<sup>th</sup> October produced the following results

<b>Searches for UNFOLD on Google</b>		
<b>Search String</b>	<b>Hits 5<sup>th</sup> October</b>	<b>Hits November 7th</b>
Ims "learning design"	8360	9,100
Unfold "learning design"	909	956

Clearly the results of these searches are conditioned by the global awareness of IMS Learning Design, and one of the aims of UNFOLD is to increase this. For the purposes of this deliverable, however, the key indicator is that 11% of hits related to IMS Learning Design are to the UNFOLD project. The more restricted search for Unfold AND ims AND "Learning Design" yields 628 hits, or 7%.

This is an excellent result given that UNFOLD has only started awareness activities in the past six months, and that IMS Learning Design 1.0 was published in January 2003, with extensive work carried out prior to that.

### ***The first face to face meeting of the CoPs***

The first face to face meeting was organised for September 8<sup>th</sup> – 10<sup>th</sup>, at the Universitat Pompeu Fabra in Barcelona. The project was aware that these dates involved a degree of risk, because the academic and research institutions which at present make up the bulk of the membership are all inactive during August, and many project workers also took their holidays, and so promotion of the meeting was challenging. The project team were,

however, confident that sufficient levels of awareness had been achieved to provide reasonable security that an effective meeting would be held both by strengthening the work of project partners and by extending the work significantly beyond the project boundaries. Even if it had limited success, it should provide a good opportunity for feedback from the intended targets of the project.

The meeting proved to be a success, with a strong turn out of some 35 participants, half of whom were from outside the project consortium, from quite a few different institutions, and coverage beyond the countries involved in the project (although it was significant the number of Spanish participants, about 50% of the participants); a significant number of PhD students attended and significant projects were involved. There was a lot of participation of the new members with the programme of the meeting being modified to accommodate it. This also provided information about a number of implementations of IMS Learning Design of which the UNFOLD project had previously been unaware. The project had organised an internal meeting to prepare the CoPs meeting, and activity after the meeting, but it had also one during the meeting, to analyse the feedback already provided by participants and enhance the strategy for the following months.

## Conclusions

First, let us summarise the results of the activity, according to the success criteria defined in the Awareness Raising Plan:

a) *The availability of awareness raising resources, as set out in the plan.*

The production of resources and the level of activity related to this question, are indicators this criteria has been fulfilled with success, and is described in deliverable D2 Awareness Raising Resources

b) *The UNFOLD website is regularly updated and attracts attention both around Europe and globally.*

The website is indeed regularly updated, and has attracted high levels of attention as shown by the membership of the CoPs. More precise measures of success should be provided in terms of contributions, downloads, ... which are being set up.

c) *Identified list of industry and European projects which are potentially interested in participating are contacted.*

Strong contacts have been made with both European funded projects, and with the academic research community. Progress has been made with the industrial user group (see below) and measures are being taken to strengthen the project's contribution in this respect.

d) *In the final analysis, success will be indicated by a successful launch of the UNFOLD Communities of Practice.*

The Communities of Practice have been successfully launched. There are currently 246 registered members, and the first face to face meeting has also been a success, as indicated previously.

We conclude that the Awareness Raising activities have been successfully carried out, creating a strong base of awareness which the project will build on in the future. Two issues relating to awareness have, however, been identified, and the following plans have been put into place to address them.

### **Issues to be addressed**

#### **Industrial sector**

As described above, those members of the industrial user group who are as yet not ready to commit to adopting IMS Learning Design can only be effectively addressed when a sufficient tool set is available which enables UNFOLD to demonstrate both the specification provides effective functionality, and that implementation is an effective solution for commercial organisations. UNFOLD is coordinating the development of materials which address this need, and a Developers CoP meeting was held in Heerlen on 20<sup>th</sup> October to coordinate this action with members.

An UNFOLD demonstrator disk will be prepared, and the key applications included will be the CopperCore engine, an open source reference player. This will show other developers how the specification should be interpreted, and provide a de-facto standard for interoperability, and also provide the underlying engine for other developers to wrap in a web layer to provide an interface for users. The disk will also include the RELOAD Learning Design editor, which is also Open Source. This disk will enable UNFOLD to present the potential IMS-LD solution to the industrial training sector, and to demonstrate that the specification offers a viable route to the provision of innovative services.

It is also planned to establish an UNFOLD CopperCore server which will demonstrate the functionality of the specification, and provide members with the opportunity to upload their



own Units of Learning. This will enable the project to demonstrate the benefits of IMS-LD directly to user groups such as school teachers and administrators who do not have the infrastructure to implement their own systems.

It is planned that in the first quarter of 2005 this disk will be available, and used in awareness raising actions with industrial partners. The project is participating in the PROLEARN meeting in Hanover on November 4<sup>th</sup> and 5<sup>th</sup> with a view to coordinating with their industrial partners. It is proposed that these organisations would be the first to receive the disk, firstly because they are involved in a TEL project, and thus are clearly interested in emerging technologies, and secondly so that they can provide feedback on the materials provided.

### **Geographic distribution**

It was noted that the first CoP event in Barcelona attracted a number of representatives from Spanish institutions, some of whom had not previously been members of UNFOLD. It is concluded that a wide distribution of the CoP events will be an important factor in raising awareness of the project, as well as a key means of carrying out project activities. The first face to face meeting attracted participants principally from Spain, UK and the Netherlands, with representation also from Italy, Belgium and Switzerland. UNFOLD will take action to increase the spread of awareness in the program for 2005, and in the meantime three concrete decisions have been taken:

- the next face to face meeting has been scheduled for Heerlen in the Netherlands, only a few kilometres from the German border, and conveniently situated for Belgium.
- UNFOLD will have a strong presence at Online Educa Berlin 2004, organising a pre-conference workshop and coordinating a parallel thread in the conference itself.
- Contact has been made with a number of relevant French organisations, and it is planned to hold an awareness raising event in France in early 2005.

## Appendix: List of UNFOLD awareness raising actions

Dissemination action	Date	Event or contact
Distribution handouts, poster	24/02/2004	Concertation meeting, Luxembourg
Distribution handouts	12/05/2004	Online Educa Madrid
Distribution handouts, poster	09/06/2004	EUCEN Conference at Limerick
Distribution handouts	30/06/2004	E-Portfolio meeting, Liverpool University
Distribution handouts	05/07/2004	CETIS Accessibility SIG, Sheffield Hallam University
Distribution handouts, poster	30/08/2004	ICALT 2004, Joensuu
Mailing list	Ongoing	CETIS-ANNOUNCE@JISCMail.AC.UK
Mailing list	Ongoing	CETIS-PEDAGOGY@JISCMail.AC.UK
Mailing list	Ongoing	eLearning (57 members)
Mailing list	Ongoing	eLearningDev (310 members)
Mailing list	Ongoing	EUCEN e-learning center mailing list
Mailing list	Ongoing	Evaluating Elearning (982 members)
Mailing list	Ongoing	Foademplois-normes (French standards group, 88 members)
Mailing list	Ongoing	JISC IMS Special Interest Group
Mailing list	Ongoing	Jiscmail VLE mailing list
Mailing list	Ongoing	SCORM list (498 members)
Mailing list	Ongoing	Standards (62 members)
Mailing list	Ongoing	Supporters of the bid
Mailing list	Ongoing	TECN mailing list
Mailing list	Ongoing	Valkenburg Group
Mailing list	Ongoing	BrandonHall IMS, 1130 Members
Mailing list	Ongoing	Participants in Sestri Levante eLearning Summit Workshop
Mailing list	Ongoing	IMS Member Dispatch
Meeting	10/09/2004	CEN Learning Technology Standards Observatory
Meeting	05/07/2004	CETIS Accessibility SIG (Sheffield Hallam)
Meeting	20/02/2004	Diana Laurillard, UK Government
Meeting	30/06/2004	E-portfolio meeting (Liverpool University)
Meeting	21/09/2004	Escola d'Adults de La Verneda
Meeting	24/02/2004	iClass
Meeting	23/05/2004	JISC e-ped experts
Meeting	24/02/2004	Kaleidoscope
Meeting	24/02/2004	Learning Citizen
Meeting	14/04/2004	LionShare Project, Penn State, USA
Meeting	16/07/2004	Mediator (industrial)
Meeting	21/07/2004	Mike Halm, LionShare project, USA
Meeting	24/02/2004	Prolearn
Meeting	16/07/2004	PROLEARN project
Meeting	23/06/2004	TELCERT
Meeting	24/02/2004	Telcert
Presentation	14/09/2004	ALT-C 2004. Exeter, UK
Presentation	06/06/2004	CEN/ISSS Workshop on Learning Technologies, Sheffield
Presentation	21/10/2004	EADTU / ELIG conference
Presentation	15/09/2004	IMAC conference, Duisburg
Presentation	13/02/2004	IMS meeting in Geneva
Presentation	13/09/2004	JOIN Conference, Cologne
Presentation	11/02/2004	LearnTech 2004
Presentation	24/02/2004	LIFE Learning Interoperability Framework for Europe

Presentation	22/04/2004	OKI/Sakai Workshop, Cambridge/MIT Institute
Presentation	20/10/2004	Simposio SPEDECE, Alcalá.
Article on UNFOLD	Ongoing	INSIGHT knowledge base for new technology and education
Web video presentation	Ongoing	Learning Citizen
Web announcement	Ongoing	CEN/ISSS eLearning Standards Observatory
Web announcement	Ongoing	CETIS Quarterly Newsletter, June 2004
Web announcement	Ongoing	CETIS Quarterly Newsletter, September, 2004
Web announcement	Ongoing	Learning Networks
Web announcement	Ongoing	SIGOSSEE
Workshop	21/10/2004	EADTU / ELIG conference
Workshop	12/05/2004	eLearning Results, Sestri Levante, Giunti (industry)
Workshop	15/06/2004	ELEGI project

In addition personal mails explicitly aimed at raising UNFOLD awareness have been sent to 78 contacts by the project coordinators. Additional awareness raising personal eMails have been sent by other partners, but these have not been centrally collated.